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Introduction

Corporate Social Responsibility (CSR) is becoming an increasingly important activity to businesses nationally and internationally. As globalization accelerates and large corporations serve as global providers, these corporations have progressively recognized the benefits of providing corporate social responsibility programs in their various locations. Corporate social responsibility activities are now being undertaken throughout the global. The term is often used interchangeably for other terms such as Corporate Citizenship and is also linked to the concept of Triple Bottom Line Reporting (TBL), which is used as a for measuring an organization's performance against economic, social and environmental parameters. The rationale for corporate social responsibility has been articulated in a number of ways. In essence it is about building sustainable businesses, which need healthy economies, markets and communities.

The corporate and business houses in India and other part of world are working for positive impact on society with the good ethically practices of business. In these days in India corporate social responsibility is a systematically activities it is not a charity or philanthropy. A corporate is working for society community and around them. Companies bill 2013 in which companies are mandatory to spend at least 2% of net profit in corporate social profit. It is indicate the governments also promote the corporate social responsibility activities for the government or private company to more involve in social and community development like health, education, skill development, rural development. These days company have clear vision and mission about corporate social responsibility policy to implement these corporate social responsibility activities at the grand level they have a experts team in corporate social responsibility and aside budget for the implementation of the project. In the globalization and industrialization it's create more pressure at company they maintain balance of people plant and profit for sustainability of business. It is essential the company and corporate are maintain good involvement of their corporate social responsibility system so corporate image also improve its strongly support to the corporate governance policy of the company.

Conceptual Framework of Corporate Social Responsibility

Time of globalizations, many multinational company are working in India and some Indian company are working in global operation so they require corporate social responsibility in exchange of extremely use of local and natural resources due to high use of recourses of the country its create a competition between industry and society's minimize these type of completion corporate social responsibility is basic tool. Multinational companies have global for business strategy so they have good research in corporate social responsibilities they implement new-new experiment and method for the corporate social responsibility strategy.

Corporate social responsibility is ―A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. The trend is clearly visible globally as more and more business owners have started paying more attention to the social implications of their activities. Corporate social responsibility is a commitment by business towards ethical behavior, when it all begins. It is not only about how companies manage the business processes to produce an overall positive impact on the society , But describes, it covers all the four kinds of responsibilities namely economic, legal, ethical and discretionary, which companies have to make a strategic decision. The development of the involvement of companies and the emergence of sustainability thinking in business together can be seen as a pro-active driving force.

Corporate social responsibility's role in addressing issues regarding corporate responsibilities of a company and its relationship with the society and environment has been a very debatable topic. The growing environmental issues and concerns worldwide became the basis of the emergence of the Ecological "vision". As commonly perceived Corporate social responsibility is not what is written in company's code of conduct or annual reports. That is just one part of total corporate social responsibility initiatives taken by the company.

In general social responsibilities of an organization have to include all the three bottom lines:

- Ecological
- Economic
- Social

The concept of corporate social responsibility is not new to business world as commonly perceived. Corporate responsibility was not difficult to understand as we all know that the debate on ―polluting organizations started at least in the 1970´s, which afterwards recycling, fair trade market practices, good governance, safe packaging, sustainable development, and accountability comes into perspective . In the past companies have been practicing Corporate social responsibility but most of the time it has been viewed as something to fill annual reports and corporate PR statements or lip service. In fact, it has never been taken seriously enough so as to make it part of corporate business strategy.

World have started thinking in terms of integrating its activities into their core business strategy and started assessing its impact seriously. As Corporate social responsibility has to ensuring competitive advantage and strategic gains. Based on literature review and internet research this study attempts to draw a comparative analysis between three big consumer companies operating in Sweden‘s retail industry. The focus is on how these companies themselves identify issues as their corporate social responsibility, and how these companies plan to deal with such issues. This study also explores how these companies integrate corporate social responsibility in their strategic planning and overall business model. Further, this study also investigates what strategies these company apply in order to implement their corporate social responsibility initiatives and how their outcome is measured.

Corporate Social Responsibility in Beverage Industry

The beverage business has been described as 'a minefield of cultural and economic sensitivities'. For many reasons People have very strongly-held views about what they eat and drink. This creates a uniquely complex set of responsibilities for Companies in this sector , in terms of product marketing and changing drinking habit among consumers, and increasingly. In relation to the conditions under which agricultural commodities are produced and traded. This report will focus on multinational food and beverage manufacturers, who have a key role to play in many of the major corporate social responsibility CSR issues facing the sector.

Primarily due to their relative size in the sector and well-known brands. At least three major trends are having an increasingly significant impact on these businesses. These trends make the importance of socially responsible business practices in the sector a compelling one.

The global population is expected to reach 7.5 billion by 2020. At the same time, availability of land for Farming is on the decline and water for agriculture and other uses is increasingly scarce. The capacity of the world's food production system to meet the needs of this expanding population is being increasingly challenged.

Economic globalization, combined with advances in food packaging, processing and storage technologies has given companies the ability to move high quality food and beverage products around the world quickly. At the same time, companies are beginning to view.

Value chains in a broader and more holistic way, raising questions about where their wider social responsibilities lie. How companies manage these value chains is critical to the success of their businesses, from both an operational efficiency and reputation perspective.

PepsiCo Foundation activities in India:-

PepsiCo's philanthropic anchor, PepsiCo Foundation is committed to developing sustainable partnerships and programmers that provide opportunities for improved health and inclusion and a better environment.

- The total funding for India has been $11mn (2008–10)
- The programmers have benefited more than 300,000 people in nine States of India

The foundation supports projects in the following focus areas:- Health: Food security; Improved and optimum nutrition; Energy balance.

Health Alliance

This research project focuses on reducing chronic diseases by promoting healthy diets and physical activity and controlling tobacco use. The project is being implemented through integrated interventions to drive policy and environmental changes.

Impact: Lower rates of obesity and chronic diseases (cardiovascular problems and diabetes).

Save the Children

The project catalyzes community-based interventions to deliver integrated health and nutrition solutions to children under 5, young mothers and pregnant and lactating women. Save the Children works with community health educators to provide families important information about health, nutrition, water, sanitation and hygiene.

Reach: 100,000 people in Rajasthan. (The project reaches 50,000 beneficiaries including children under 5, young mothers and pregnant and lactating women through health and nutrition interventions. It reaches another 50,000 people through water and sanitation initiatives.

India grant: $4.4mn during 2009–11.

Environment: Water security; Sustainable agriculture; Adaptive approaches to our changing climate

The project tests methods that deliver 'more crop per drop'. This approach focuses on water security through water harvesting, recharging, watershed management and innovative irrigation practices. It is envisaged that the project will empower private and public communities with practical new methods to use water more efficiently both now and in the future. The project is developing research, tools, and strategies to improve agricultural income and water use through policy reform and private sector contributions to the agricultural value chain in terms of market development, technology transfer and risk management.

Reach: 500 farmers across Punjab and Gujarat.

India grant: $1.15mn during 2008–10.

Safe Water Network

This project focuses on providing affordable potable water at the community level by harvesting rainwater, installing small water village kiosk purification systems and building cisterns and community tanks. 55,000 people across Rajasthan and Andhra Pradesh.

India grant: $1.1mn during 2008

Water.org

The project acts as a catalyst to introduce microfinance to the water and sanitation sector and provides household water connections and toilets.

150,000 people in Tamil Nadu, Karnataka, Andhra Pradesh, Orissa and Maharashtra. Water.org is one of the Foundation's largest partnerships in terms of reach.

India grant: $3.64mm during 200

The Coca-Cola India Foundation(ANANDANA):- A Company registered under Section 25 of the Companies' Act is committed to sustainable development and inclusive growth by focusing on issues relating to water, the environment, healthy living and social advance so that it can contribute to a strong and resolute India enabling the common man to better his or her life.

This case is about Coca-Cola's corporate social responsibility initiatives in India. It details the activities taken up by Coca-Cola India's management and employees to contribute to the society and community in which the company operates. Coca-Cola India being one of the largest beverage companies in India, realized that CSR had to be an integral part of its corporate agenda. According to the company, it was aware of the environmental, social, and economic impact caused by a business of its scale and therefore it had decided to implement a wide range of initiatives to improve the quality of life of its customers, the workforce, and society at large.

In order to promote the Foundation's objectives, monetary grants and other assistance are being provided to NGOs, community members organizations, cooperatives, philanthropies and such others who are the potential partners in implementing projects for social welfare across the country. The Foundation seeks to ensure project execution, maintenance and sustainability through the active involvement and direct participation of the community member community at the grass-root level.

1. Water Sustainability

- Watershed Management, Protection and Development
- Purification of the reverie system
- Creation of Integrated Water Bodies
- Water resources education

2. Climate Control/Environment

- Creation of non-conventional energy assets.
- Extension of forest cover.
- Protection of biodiversity.
- Waste management in ecologically fragile areas.
- Spreading awareness of low carbon economy in community.

3. Healthy Living

- Promoting fitness and active lifestyles in society.
- Addressing problem of hidden malnutrition.
- Advocating indigenous system of healthcare.
- Devoting attention to needs of physically/ mentally challenged.

4. Social Development

- Promotion of literacy programs in backward areas.
- Protecting and preserving the national heritage.
- National Campaign to promote social messages.

Coca-Cola India bags the prestigious Golden Peacock award for CSR, The award's citation recognized Coca-Cola's contribution as "Coca-Cola India has supported community programmes with a focus on education, health and water conservation. The company has commissioned 400 rainwater harvesting systems, provided clean drinking water to more than 100 schools, supported school projects and driven reform in sustainable packaging, disaster relief and rehabilitation"

As a responsible corporate, Coca-Cola India has always placed high value on good citizenship. The company provides extensive support for community programs across the country, with a focus on education, health and water conservation. In the area of Water Conservation, Coca-Cola India has commissioned over 500 RWH structures with a recharge capacity of 500 million liters in 20 states, touching over 1 million people. The Company also organized Health Camps in urban slum and rural areas in several parts of country, which benefited over 40000 women and children.

Overview of Beverage Industry

The beverage industry in India occupies USD 230 million markets in the USD 65 billion food processing industry in India. Coca cola, Pepsi, and Nestle are the leading beverage brands that have been ruling the Indian beverage market since past few decades. Among all the beverages, tea and coffee are manufactured as well as exported heavily in the international markets succumbing to the individual demands around the world.

The major sectors in beverage industry in India are tea and coffee which are not only sold heavily in the domestic market but are also exported to a range of leading overseas markets. Half of the tea and coffee products are available in unpacked or loose form. Among the hot beverages manufactured in India, tea is the most dominant beverage that is ruling both the domestic and international market even today. The supply of tea and coffee is insurmountable in the Indian beverage industry.

The soft drink market such as carbonated beverages and juices constitutes around USD 1 billion producing 284 million crates per year. In the peak season, the consumption capacity reaches 25 million creates per month and during off season the same goes down to 15 million crates in a month. Pepsi and Coca cola are the two leading brands in the Indian market. The mineral water market in India is a USD 50 million industry and produces 65 million crates. Around 4.9 million crates are usually consumed each month but it rises to 5.2 million crates in the peak season.

Fruit juices, pulp and concentrates, and sauces or ketchups are doing very well in the beverage market in India for the past few years. Various milk products, health beverages, beer, and country liquors have also been contributing largely in the rising demand of beverages in India. The leading beverage companies in India are also exporting various products especially tea and coffee to the international markets every year. Tea and coffee have registered an excellent growth in the Indian beverage market as these are the most preferred drinks purchased excessively around the world. Among all the leading beverage companies in India, Coca cola has accounted for a thriving growth since its inception. It occupies around 60 percent of the carbonated drink sector in the Indian beverage industry.

This case is about Coca-Cola's corporate social responsibility initiatives in India. It details the activities taken up by Coca-Cola India's management and employees to contribute to the society and community in which the company operates. Coca-Cola India being one of the largest beverage companies in India, realized that corporate social responsibility had to be an integral part of its corporate agenda. According to the company, it was aware of the environmental, social, and economic impact caused by a business of its scale and therefore it had decided to implement a wide range of initiatives to improve the quality of life of its customers, the workforce, and society at large.

Impact of Corporate Social Responsibility on Society

Beverage companies are demonstrating leadership in disclosure, water management, and supply chain monitoring and transportation management. But there are areas for improvement across the sector, including the formal engagement of stakeholders, promotion of more sustainable product offerings and employment training and support. Companies in this sector that performed consistently well across .The roadmap expectations were PepsiCo and the Coca-Cola company.

1. Governance for Sustainability

While the industry has made progress in identifying key sustainability risks and mitigation strategies, board level oversight of these issues is not yet widespread. Compensation is linked to objectives such as defining and communicating long-term sustainability goals; making progress against environmental and safety targets; developing baseline metrics in packaging and agriculture; and enhancing employee and investor engagement.

Strong management systems are critical for the implementation of sustainability-focused policies. The Coca-Cola enterprises have more than 75 percent of their operations certified according to ISO 14001. Though labor relations are important for this heavily unionized industry, almost half of the companies assessed do not disclose a formal policy on freedom of association for their own employees.

2. Stakeholder Engagement

Detailed disclosure of substantive stakeholder engagement is lacking among beverage companies despite their considerable impact on a wide array of stakeholders, including employees, customers, suppliers and contractors, investors, local communities and civil society. This raises concerns over the companies' processes for identifying material sustainability issues and developing effective strategies.

PepsiCo disclose much of their stakeholder engagement efforts. This company solicits feedback from suppliers, employees, investors, consumers, community groups and policy makers on issues such as health and nutrition, food safety and quality, environmental stewardship, community relations, and employee engagement. As part of its CSR and sustainability strategic planning, the company conducts a materiality assessment of these issues and has identified strategic benefits of engagement on these tonics.

Disclosure

The Coca-Cola company has had their sustainability reports externally verified to noteworthy standards, such as the International Standard on Assurance Engagements 3000. The Coca-Cola company also discloses risks associated with water scarcity, climate change and regulatory efforts to improve public health and reduce obesity in its annual financial filings to shareholders. While the majority of companies assessed participate in the carbon disclosure project, environmental and social reporting is otherwise lacking.

Performance

Operations

The majority of beverage companies assessed identify water scarcity as an important business risk and 73 percent have set targets to reduce operational water use. For those operating in water-scarce regions, water use can be a contentious issue between large companies and local communities. To maintain their social license to operate, top performing companies in this sector have recognized the need to manage water resources more efficiently. For example, PepsiCo has set a company-wide goal of reducing its water consumption by 20 percent per unit of production by 2015 (based on 2006 levels). The Coca-Cola company has a similar 20 percent efficiency goal for both its owned operations and those of its bottlers. By the end of 2012, all of the company's bottling plants will be required to implement local water sustainability programs that address external risks facing the plants' water sources.

3. Supply Chain

Supply chain management is a key sustainability challenge for beverage companies. Although companies in this sector demonstrate overall strength in supply chain management, most companies in this sector limit this engagement to suppliers. Given the size and complexity of beverage supply chains; these companies must broaden this engagement to avoid overlooking significant sustainability impacts that occur further down the supply chain. Beverage companies are also seeing growth and expansion of their supply chains into emerging economies where weaker regulation and enforcement of environmental and labor laws pose significant risks. Agricultural ingredients, which some companies' source directly from growers but many sources through traders or intermediaries, are also associated with considerable environmental and social impacts and risks. For instance, some companies have been accused of complicity in human rights violations such as child and forced labor, as well as the deforestation of tropical rainforests, through their procurement of agricultural commodities.

While companies are taking commodity-specific steps to improve the sustainability of their agricultural supply chains, the industry has a long way to go in terms of setting broad and high sustainability standards and implementing robust monitoring systems. With respect to setting workplace and human rights standards, The Coca-Cola company is conducting regular external audits of suppliers and has strong disclosure of audit results.

4. Transportation & Logistics

Although performance varies across the industry, most of the companies evaluated are taking some action to gain efficiencies and reduce the environmental impacts of transportation and logistics. The companies are implementing formal programs and targets to reduce vehicle fleet emissions.

5. Product & Services

The beverage industry is responding to an increasingly health-conscious consumer base, as well as the growing concern of policy makers and health professionals about obesity. Companies including Coca-Cola India and PepsiCo are responding in part by setting new goals to reduce sugar, salt and fat in their products. As consumers become more health conscious, they are also demanding more information about the quality and safety of their food products. In some regions there is an ongoing debate about the risks and benefits of genetically modified food ingredients such as soybean, corn and canola. Consumers are also becoming increasingly concerned about the use of growth hormones and antibiotics in the meat and dairy industry.

Review of Literature

1. Mahajan Aparna and Ives Kate, (2003), ***"Enhancing Business-Community Relations Coca Cola Case Study"*** In this article Coca-Cola India is working his corporate social responsibility activities with all stakeholders like: community, supplier, bottling plant and the operation area. Company has traditions to serve the local community in the project like: education, health, water conservation. Its activity not only the working area of Coca-Cola India bottling plant which situated but also operational area like, rural India where the problem of health, education and clean water.[1]

2.Caroline Van Zile, (2004), ***"India's MCreative Regulation in the Global Market"*** This statement explain about, State-driven corporate social responsibility cuts against the thrust of most current corporate social responsibility practice and scholarship, which generally focus on voluntary business-driven initiatives and international agreements. Nevertheless, as the popularity of corporate social responsibility surges, more and more national and international players will be seeking to harness the power of corporate-funded investment in social welfare projects.[2]

3. Porter E. Michael and Mark R. Kramer, (2006), ***"Redefining Corporate Social Responsibility: Integrating Company Practice and Context of Nestlé"*** In this article explain the corporate are provide jobs, investing capital, purchasing goods, and doing business every day. Its create positive influence on the society the most important thing a corporation it can do his activity specially production and distribution method to development for society, so its contribute to a prosperous economy.[3]

4. Stefanie B. HiB, (2006), ***"Does Corporate Social Responsibility Need Social Capital?"*** In this article explain controlling corporations through a monitoring system is a successful way to establish social standards within the supply chain. Since the debate thus far has concentrated strongly on the question of what monitoring systems look like and how they are implemented, this paper explain the discussion by pointing out possible interrelations between the role of social capital and the diffusion of social standards. Therefore, an alternative concept of social capital is developed.[4]

5. Debrah E. Rupp, Jyoti Ganpathi, Ruth V. Aguilera and Cynthia A. Wiliams, (2006), ***"Employee reactions to corporate social responsibility: an organizational justice framework"*** This Study tell Employee is the main stakeholder in CSR activities in a corporate. They involve in these activities with contribution of time, money and direct involvement of the community development. As a general thinking of the corporate that the working for profit, If the employee involvement in the activities of corporate social responsibility .Its creates full satisfaction of the employee. As a insider he think better understanding for the welfare and development of outsider stakeholder like customer, community.[5]

6. Dasari Shailendra, (2008), ***"CSR Initiatives by Indian Companies"*** Indian companies are mostly focusing on corporate social responsibility in the form of welfare and development of community. These types of welfare and charities provided in traditionally method of Indian corporate history but these days it's contribute in different ways it's called corporate social responsibility. Most of the companies are doing that type of activity and increase the living standards of society through fulfill its responsibility.[6]

7.Devid Crowther,Gular Aras,(2009),In their book titled ***"Corporate Social Responsibility"*** Corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generations to meet their own needs. Organizations are being called upon to take responsibility for the ways their operations impact societies and the natural environment. They are also being asked to apply sustainability principles to the ways in which they conduct their business. *Sustainability* refers to an organization' activities, typically considered voluntary, that demonstrate the inclusion of social and environmental concerns in business operations and in interactions with stakeholders.[7]

8. Khan Saeed, (2010)**,** ***"Corporate Social Performance of Indian FMCG Companies Introduction of CSR, framework and Karmayog CSR Ratings with three top Indian FMCG companies"*** Indian FMCG Company is performing a good role in society. CSR rating agency are measuring there corporate CSR profile rating time to time. So that much corporate concentration on implementation projects in CSR. Company wants to achieve a good rating through rating agency for their good community work in the form of CSR[8].

9. Devid Crowther, Shahla,(2012),In their book titled ***"Corporate governance and international Business"*** Corporate governance is fundamental to the continuing operating of any corporation. Hence much attention has been paid to the procedures of such governance. A significant part of the reason for this is due to the developments brought about through globalization. The phenomenon known as globalization is a multidimensional process involving economic, politic, social and cultural change. There has been much written about globalization – either positive or negative – and the effects which it is having[9].

10. Srivastava Amit Kumar, Negi Gayatri, Mishra Vipul, Pandey Shraddha, (2012), ***"Corporate Social Responsibility: A Case Study of TATA Group"*** This article moves around developing an understanding about the corporate social responsibility delving into its concept and finding out its scope taking the case study of the TATA Group under Mr. Ratan Tata who has exemplified the sense of responsibility towards the upliftment of common masses and protection of the environment and development of the nation.[10]

11. Ghose Soheli (2012*), **"A look into Corporate Social Responsibility in Indian and emerging economies"*** it is a time of globalization many Indian and multinational companies working in India and other location. For the long term growth and sustainability of Business Company should have moral rules in Multinational Corporation have a good experience working or good environment and community.[11]

12. Sharma Anupam and Ravi Kiran (2012), ***"Corporate Social Responsibility Initiatives of Major Companies of India with Focus on Health, Education and Environment"*** In this article major companies focus in the environmental issue. Behind it corporate thought that commercial production create environmental harassment so there personal liability to the makeup of this issue as per environmental law by the state or center governments.[12]

Research Gap

1. There is no previous study, the impact of corporate social responsibility initiatives at beverage industry in India.

2. No previous study is belong to selective corporate social responsibility initiatives of Coca-Cola and PepsiCo for minimize the social issues and improvement of natural resources in communities.

3. The effect of analysis corporate social responsibility initiative before and after companies bill 2013.

Relevance and Justification of the Study

The current trend of globalization has made the firms realize that in order to compete effectively in a competitive environment they need clearly defined business practices with a sound focus on the public interest in the markets.

1. Corporate social responsibility can be an integral element of a sustainable business and in most of the emerging markets; the state government has a duty of protecting the interests of the general public and thus gives preference to companies which take care of the interests of all the stakeholders.

2. The increase in competition among the multinational companies to gain first mover advantage in various developing countries by establishing goodwill relationships with both the state and the civil society is ample testimony to this transformation.

Objectives of Study

- To identify corporate social responsibility strategy and polices adopted by Coca-Cola India and PepsiCo.
- To find out the impact of corporate social responsibility on consumer perception, trust and purchase intention.
- To find out the impact of corporate social responsibility on employees motivation, performance and intention to sustain with the organization.
- To study the effect of corporate social responsibility on Community member needs and welfare.

Hypotheses:-

H_{01} There is no significant impact of corporate social responsibility on consumer perception, trust and purchase intention.

H_{02} There is no significant impact of corporate social responsibility on employee's motivation, performance and intention to sustain with the organizations.

H_{03} There is no significant impact of corporate social responsibility on community member needs and welfare.

Research Methodology

Research Design

Descriptive research and Explanatory research.

Universe:

India.

Sampling Method

Stratified random sampling will be use for collected sample for customers, employees, community member.

Sample Unit

Rajasthan.

- Coca-Cola (Kaladera), Jaipur,

- PepsiCo (Boranada), Jodhpur.

Sampling Size

In this study sample size of 300 will be selected from Coca-Cola, in which 50 employees, 150 customers and 100 community member are taken.

In this study sample size of 300 will be selected from PepsiCo, in which 50 employees, 150 customers and 100 community member are taken.

Data Collection: Primary data will be collected through interview and questionnaire to gather information and feedback from employees, customers and community member.

Secondary information related Coca-Cola and PepsiCo company's annual reports, journals, books, magazines etc.

Analysis of Data:

- Likert Scaling technique will be used.
- Appropriate descriptive statistical tools like arithmetic mean, standard deviation, coefficient of variation, correlation analysis and will be used for interpretation of data.
- Appropriate inferential statistical tools like Chi-square test, ANOVA, will be applied for hypothesis testing.

Limitations of the Study

- Bias of the respondents may also affect the result of the study.
- Lack of awareness in customer and community member about corporate social responsibility of these companies.

Chapterization

Chapter 1 : Introduction of Corporate social responsibility

Chapter 2 : Introduction of Beverage Industry

Chapter 3 : Methodology

i. Review of Literature
ii. Relevance and Justification of Study
iii. Objectives of the Study
iv. Hypotheses
v. Sampling and Data Collection Methods
vi. Statistical Tools for Hypothesis Testing
vii. Limitations of the Study

Chapter 4 : Data Analysis and Interpretation

Chapter 5 : Conclusion

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Appendix

Questionnaire

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Appendix –A

Survey on Corporate Social Responsibility in Beverage Industry: A Comparative Study of Coca-Cola and PepsiCo in India

QUESTIONNAIRE (Customer of Company)

Date..... Time.....

1. Name…….
2. Address of Customer.....
3. Phone number.....
4. Profession.....

   Age…….

5. What is your gender?

A. Male B. Female

6. How long have you been the customer of Coca-cola/ PepsiCo?

A. Less than 6 month

B.7-12month

C. 1-2year

D. 3-5year

E. More than 5year

7. Are you familiar with the term of Corporate Social Responsibility?

A. Yes

B. No

C. I have heard, but the real notion of it is still unclear?

8. Which of the following one is the most important for you?

A. Online banking

B. Company doing charity

C. Environmental protection

9. An organization that focuses on customer centric initiative is acting with responsibility towards its stakeholder?

A. Agree

B. Slightly agree

C. Neutral

D. Slightly disagree

E. Disagree

F. Unsure

10. When making the decision to buy a service how important is it to you that you that it is from a company committed to the environment and social issue?

A. It is most important thing

B. Very important

C. Important.

D. Nice to know but does not make difference

E. Not important at all

11. Do you think it is important for corporation to understand the satisfaction factor within which they operate and contribute positively to it?

A. To a minor extant

B. To some extent

C. To a major extent

D. Not at all

12. A high CSR rating for a corporation will make a positive impression on me?

A. Yes

B. No

C. To a certain extant

D. Not too sure

13. Who did you thing companies should be mainly focus on?

A. Customer B. Shareholder

C. Employees D. Government

E. Environment

14. How would you rate the overall level of your satisfaction with the companies?

A. Highly satisfied B. Somewhat satisfied

C. Neutral D. Somewhat dissatisfied

E. Highly dissatisfied

15. To my organization, "being socially responsible "means….

A. To protect of environment for sustainable development

B. Development of stakeholders

C. Profits with ethics

D. Follow the legal requirement of the Govt.

16.I am acquainted with enterprises or organization that are “social responsible”…..

A. Coca-coca

B. PepsiCo

C. Both

D. I have no idea

17. Corporate social responsibility bears upon the environment, economics and social development among other aspects-I consider that the most important in my organization…

A. Environment

B. Economic

C. Social

D. Other aspects

18. Here you can write your own comment?

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Survey on Corporate Social Responsibility in Beverage Industry: A Comparative Study of Coca-Cola and PepsiCo in India

QUESTIONNAIRE (Community member of Companies)

Date..... Time.....

1. Name…….

2. Address of Community member.....

3. Phone number.....

4. Profession.....

5. Age……..

7. What is your gender?

A. Male B. Female

8. How long have you been the customer of Coca-cola/ PepsiCo?

A. Less than 6 month

B.7-12month

C. 1-2year

D. 3-5year

E. More than 5year

9. Are you familiar with the term of Corporate Social Responsibility?

A. Yes

B. No

10. What do you mean CSR?

A. Yes

B. No

11. Are you known Coco-cola/ PepsiCo are working CSR in this Area?

A. Yes

B. No

C. listens but not conforms

D.I don't know

12. Do you know, what should be CSR profile of the companies?

A. Environmental Base

B. Water Harvesting

C. Education

D. Charity

13. Is the CSR effects and development in your area?

A. Yes.

B. No.

C.I cannot say about it.

D. Yes I strongly support of it.

14. Is it essentials company work at CSR in this area?

A. Yes

B. No

C.I listens but not confirm

D.I don't known

15. If yes that what is field off:-

A. Education

B. Health

C. Women Empowerment

D. Social development

16. Is the CSR changing in your life?

A. Yes

B. No

C. Yes. it support my life for development

D.I can't say about this

17. Who is measure community member CSR project of the company?

A. Govt.

B. Local community

C. Company

D. All of above

18. Should Companies implement their project for benefit to community?

A. Yes B. No C.I Do not Know D. It is the formality of the corporate

19. What do you know about use of local resources by the company?

A. Yes I know B. No I don't know

C. Not confirm about it D. Yes, companies creates losses in environments

20. Is CSR, a tool for sustainable use of recourses?

A. Yes B. No C. I can't say anything.

21. What is effect on your life and family, if company is working on CSR?

A. Improve the life standard

B. Better health facility

C. Economic Development

D. All of above

22. What do you think thus companies doing CSR?

A. Improve the life of local community.

B. For high profit

C. Social Image.

Survey on Corporate Social Responsibility in Beverage Industry: A Comparative Study of Coca-Cola and PepsiCo in India

QUESTIONNAIRE (Employee of the Company)

Date..... Time.....

1. Name……

2. Adderess of Employee.....

3. Phone number.....

4. Profession.....Age……

5.Name of the Company ……

6. What is your gender?

A. Male B. Female

7. How long have you been the customer of Coca-cola/ PepsiCo?

A. Less than 6 month B.7-12month

C. 1-2year D. 3-5 years

8. Concerning Corporate Social responsibility I consider that…

A. I have no idea of what it is

B. I have only little knowledge about the subject

C.I have been making some effort to better understand the advantage and disadvantage

D.I thinks actively on it and it is an aim to my organization

9. Lately, I consider that I have been endeavoring to follow the evaluation of CSR through…

A. Participation in training courses and /or seminar

B. Participation in workshop

C. Research in the internet

D. Magazine reading

E.I have not been doing no effort on the matter

10. To my organization, "being socially responsible "means….

A. To accomplish the environmental legislation

B. To integrate volunteering action

C. To bestom upon needed institutions

D. To promote equal opportunities between woman and men at all level within the company

E. To integrates ethics or develops an ethics code

F. To assume social and environmental care in organization activities

G.I is not sure

11. I suppose I would be interested in participating initiatives about CSR through…

A. Collaboration with other organization

B. Training courses /workshop on the subject

C. Seminars /Colloquies/Conference/Congresses

D Integration In the international CSR net

12.I am acquitted with enterprises or organization that are "socially responsible"…

A .No

B. I do not believe in the credibility of "responsibility labels" C. yes

13. Corporate social responsibility bears upon the environment, economical social development among other aspect consider that the most important in my organization is…

A. Environment B. Economic

C. Social D. Other aspect

14. Among the following action, I consider that the important attributed by company to it is….

A. Meeting the legal obligations

B. Treating the collaborators according to their performance

C. Owning a partnership relation with supplier

D. Taking account of Collaborators in decision making

E. Actively participating in the community

F. Developing practical solutions in the organization, on the environment management level

G. Development solution on work & life balance for employees

15. What is benefit to your company to engage in CSR?

A. Social reputation

B. To make sustainability of profits

C. To improve the efficiency of employees.

16. What could be the main reason for your company to engage in CSR?

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……..

17. As a consumer, I am capable to penalize a company (ex: not buying its products/service),if I consider it "Socially irresponsible"

A. Yes B. No

18. I am capable to pay more for a product produced by a "Socially responsible" corporate

A. No B. Yes

19. Your organization has some kind of CSR Activity of surrounding villages of factory area, Are you interested contribute to

A. Time B. Money
C. Both D. No, I am not interested

20. Do you find if important to inform stakeholders about your CSR Activity?

A. No B. Yes

21. Have Customer ever asked about environmental or social aspects regarding your company or its products?

A. No B .Yes

22. I would like to add something I consider pertinent to refer…

……

……

26. Do you expect CSR (social or environmental efforts) to pay back?

A. Yes, by decreasing production cost per unit
B. Yes, by adding value to product
C. Both, decreasing product cost unit and adding value
D. Yes, by improving company image in general
E. I don't except CSR efforts to pay back